

Amendment dated: January 28, 2005

Customer No.: 00909

Application Serial No.: 09/251,480

Attorney Docket No. 031792-0311576 (24122-402)

In Response to Final Office Action mailed July 28, 2004

AMENDMENTS TO THE SPECIFICATION: identifying insertions and deletions.

Please amend the TITLE as follows:

Incentive Network for Distributing Incentives on a Network-Wide Basis and for
Permitting User Access to Individual Incentives From a Plurality of Network Servers